

I CLAIM

1. A method of providing multiple discounts to a retail customer for a service or a product from a supplier which does not sell directly to said retail customer, said method comprising

said supplier issuing a vehicle for multiple discounts on said service or said product, said supplier sending said vehicle to said retail customer, said customer presenting said vehicle to a retail establishment,

said retail establishment reading said vehicle, crediting said retail customer with said discount, entering said discount into a retailer payment system which pays at least a portion of said discount to said retail establishment.

2. The method of Claim 1 wherein said vehicle is a value card, having ability to retain data relating to said discounts.
3. The method of Claim 1 wherein said vehicle is a coupon kit, said coupon kit comprising a plurality of discount coupons, all issued by one said supplier and directed to a single brand of said supplier's service or product.

4. The method of Claim 3 wherein said coupons are valid without time limitations.
5. The method of Claim 3 wherein said coupons are valid only for a limited period of time.
6. The method of Claim 3 wherein said coupons are identifiable by a bar code.
7. The method of Claim 6 wherein said coupons contain customer identification whereby said supplier can relate said retail customer to relevant data about said retail customer and said identification is transmitted to said supplier.
8. The method of Claim 2 wherein said value card is used by said retail customer more than once.
9. The method of Claim 2 wherein said retail establishment debits said value card in an amount commensurate with said portion.
10. The method of Claim 2 wherein said value card contains customer identification whereby said supplier can relate said retail customer to relevant sale about said retail customer.

11. The method of Claim 10 wherein said data is purchase behavior.

12. The method of Claim 10 wherein said sale data comprises at least one of date, frequency, volume, prices paid and identification of said retail establishment.

13. The method of Claim 10 wherein said supplier sends said value card to a selected said retail customer based on demographic data.

14. The method of Claim 10 wherein said supplier sends said value card to a selected said retail customer based on said sale data.

15. The method of Claim 2 wherein there is a plurality of products or services, all originating with said supplier.

16. A value card issued by a supplier of a service or product to a retail customer, wherein said supplier does not sell directly to said retail customer, said value card containing a discount on one service or product originating with said supplier, and readable by a retail establishment.

17. The value card of Claim 16 wherein said value card has no time limitations for its use.
18. The value card of Claim 16 wherein said value card contains a plurality of discounts on said service or product.
19. The value card of Claim 16 containing identification of said retail customer whereby said supplier can relate said retail customer to relevant data about said retail customer.
20. A coupon kit comprising a plurality of discount coupons, all issued by one supplier and directed to a single brand of a service or product originating with said supplier.
21. The coupon kit of Claim 20 wherein said coupons are valid without time limitation.
22. The coupon kit of Claim 20 wherein said coupons are valid at spaced apart time intervals.
23. The coupon kit of Claim 20 wherein said coupons are valid only for a limited period of time.

24. The coupon kit of Claim 20 wherein said coupons contain customer identification whereby said supplier can relate said retail customer to relevant data about said retail customer.

25. The coupon kit of Claim 24 wherein said identification in said coupons can be transmitted to said supplier.